**Name**: **Sandip Ramesh Meshram**

**Email ID:** [sandymeshram1990@gmail.com](mailto:sandymeshram1990@gmail.com)

**LinkedIn**: <http://in.linkedin/in/sandipmeshram>

**Contact No:** 9923039029 / 9960584828

**Career Objective:**

To make career in the field of **Digita**l **Marketing (SEO, PPC & Google Analytics)** in which I can improve my skills, Core Competences& knowledge that enables me to consistently exceed my personal and organizational long term goals.

**Academic Credentials:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Degree** | **Specialization** | **Year Of Passing** | **Institution** | **University / Board** | **%** |
| MBA | Marketing | 2014 | Dr. D.Y.Patil Institute of Management Studies Pune | Pune | 64.42 |
| BBA | Marketing | 2011 | N.M.D.College Nagpur | Nagpur | 55.70 |
| 12th | Science | 2008 | Dr. B.A.College Chandrapur | Nagpur | 48.67 |
| 10th | - | 2006 | Shivaji Mahavidyalaya Bhandara | Nagpur | 64.66 |

**Certifications:**

* **Digital Marketing Certification** from School of Digital Marketing, Pune
* **Google AdWords** **Certification** by Google Partner
* **Google Analytics Certification** by Google Partner

**Core Competences:**

|  |  |
| --- | --- |
| **Search Engine Optimization** | **On Page Activity**: Meta Tag Optimization, Image Optimization, 301 & 302 Redirection, Sitemap, Robots, 404 Error Removal, Short & Long tail Keywords, SEO Audit, In-depth Keywords Analysis, landing Page Optimization, SEO Specific HTML Tags, Content Analysis  **Off Page Activity**: Directory Submission, Press Release Submission, Article Submission, Comment Posting, Free Classified Submission, Social Bookmarking, Image Submission, local listing, business profile creation, citation, CSS/RSS submission etc.  **SEO Tools**: SEO Moz, Web trends, Google Analytics, Google Webmaster, Google AdWords |
| **Search Engine**  **Marketing (PPC)** | **Google Ads** (Search, Display Network, Mobile Ads, call to action ads), Campaign Management, Branding Managements Keyword Analysis, Conversion Tracking, Re-Marketing, Managing Bid strategy, Generating Reports For Clients, Calculating ROI, Major focus on CPC, CTR & Avg.CPC, Quality score of Keywords, |
| **Google Analytics** | 1. Understanding and using Google Analytics data  2. Collecting actionable data with Google Analytics  3. Navigating Google Analytics reports  4. Navigating Conversions reports  5. Analyzing ABC Reports ( Acquisition, Behaviors, Conversion Reports) |

**Work Experiences: Current Organization**

|  |  |  |
| --- | --- | --- |
| **Skovian Ventures, Pune** | **Digital Marketing Executive** | **1 July 2015 – till now** |
| ***SEO:***  Job Responsibility***:***   * In-depth SEO Audit (backend) , In-depth Keywords Analysis * landing Page Optimization, SEO Specific HTML Tags * Content Analysis with the help of Location Specific Keywords * Competitor Analysis * XML sitemaps * Portal SEO * E-Commerce SEO * Local SEO * Off page Submission: (Quality Link Building)   : Social bookmarking, Local Listing & Business Classified, Press Release & Newsletter, Comment Posting & Blog Commenting, Article Submission & Research Paper  ***Google AdWords & Bing Ads:*** Job Responsibility***:***   * Create Search, Display Network Campaign * Conversion Tracking with Targeting Audiences * Re-Marketing, ( Focus on those who have visited sites once & twice ) * Managing Bid strategy * Focusing on Increase Quality Score ads And keywords * Goal And funnel Conversion * Assist, Develop, and Monitor Google AdWords Campaign. * A/B Testing for Campaign * Hands on experience in using paid marketing tools – Google Adwords, Adwords Editor Tool * Landing Page optimization * Ad Preview and Diagnosis tool * Focus on Reduce CPC, Increasing CTR %, and Quality Score of ads.   ***Google Analytics:*** Job Responsibility***:***   * Understanding and using Google Analytics data (Monthly, Quarterly, Half yearly, Yearly) * Collecting actionable data with Google Analytics * Navigating Google Analytics reports * Navigating Conversions reports * Analyzing ABC Reports ( Acquisition, Behaviors, Conversion Reports) * Sending clients All channels Acquisition traffics reports Monthly * Audiences Overview ( Demographics, interests, geographical ) | | |

**Industry that I have worked & still working:**

1: Indian Automobile Portal (Motorbeam- SEO)

2: Real estate (ABIL Group, ABIL MANSION, Verde Residences Collection, Castel Royale Excellent- SEO/SEM)

3: Online heath consultant (Just for heart Pune, Shiva shakti Yoga Goa - SEO/PPC)

4: Sport industry- Active8 sport (PLA-Shoping Ads)

**Work Experiences: Previous Organization**

|  |  |  |
| --- | --- | --- |
| **SDM , Pune** | **Digital Marketing Executive** | **Sept 2014 – May 2015** |

|  |
| --- |
| Job Responsibility**:**  *Digital / Web analytics & Internet Marketing (SEO & PPC):*   * Execute on-page and off-page strategies for SEO and online marketing (SEM, SEO, Google AdWords) * Analyze website traffic and provide insights into visitor behaviors, variation in website traffic, individual page ranks and hits. * Suggest changes / improvements in website structure, keywords, content in order to improve traffic * Proven track record of improving inbound traffic leveraging SEO techniques * Working on Brand developments, website Traffic Growth. * Create SEO Audit & In-depth Keywords Analysis * Implements online Marketing strategy & technique * Attends clients call & gathers clients requirements * Link Building for a websites. * Updating with SEO/PPC Latest Blog Eg: Search engine land, PPC Hero, Search engine watch, Neil Patel Blog ( SEO & PPC) , Avinash kaushik Blog (Google Analytics) * Create Digital Marketing strategy for clients * Follow the Google latest algorithm such as Google panda 4.2, Hummingbird, Google penguin * Off Page Submission: Social Bookmarking, Article Submission, Blog commenting, Press Release, Search engine submission, Local listing, Free Classified |

**Extra Curricular Activities:**

* Attended **Digital** **Marketing Conferences at 24ADP Pune Digital Marketers**
* **Poster Competition Winner** in Pumba Institute of Management, Pune
* Attended **Entrepreneurship Development Program** at Padmashree Dr. DYPIMS Pune

**Personal Details:**

|  |  |
| --- | --- |
| **Date of Birth** | 1 September1990 |
| **Gender** | Male |
| **Marital Status** | Single |
| **Hobbies** | Playing Carom, Watching Movie, Listening songs |
| **Nationality** | Indian |
| **Languages Known** | English, Hindi, Marathi |
| **Correspondence Address** | Vishwadhara Bldg, Canal Road Opp. Lane 7, Karve Nagar, Pune – 411052 |

**Declaration**

I hereby state that the above given information is true to the best of my knowledge.

Date:

Place:

**SANDIP RAMESH MESHRAM**